IN THE CLAIMS:

1. (Previously presented) A computer-implemented method of matching a buyer and a seller of goods; the method comprising:

receiving, at an online site, registration information from a registering user, wherein the registration information includes a universal product code for an item; and

responsive to identifying a matched user, notifying the user of the match, wherein the universal product code of the item in the matched user exactly matches the universal product code of the item identified by the registering user.

2. (Previously presented) The method as recited in claim 1, wherein the step of identifying a matched user comprises searching a database for a transactional match, wherein the transactional match contains complementary offer terms to offer terms of the registering user.

3. (Previously presented) The method as recited in claim 1, wherein the registering user is a seller and the step of identifying a matched user comprises conducting an auction at which multiple potential buyers competitively bid against one another with the matched user being designated winning potential buyer.

4. (Original) The method as recited in claim 3, wherein the winning potential buyer is a potential buyer offering the highest price for the item.

5. (Original) The method as recited in claim 1, wherein the registering user is a buyer and the step of identifying a matched user comprises conducting a reverse auction in which a plurality of potential sellers bid to sell the item to the registering user with the matched user being a winning potential seller.

6. (Original) The method as recited in claim 5, wherein the winning potential seller is the potential seller offering a lowest selling price for the item.

7.   (Cancelled)

8.   (Original) The method as recited in claim 1, wherein the registering user is a buyer and the registration information includes a maximum price willing that the buyer is willing to pay for the item.

9.   (Original) The method as recited in claim 1, wherein the registration information includes a description of the condition of the item.

10.   (Original) The method as recited in claim 1, wherein the registering user is a seller and the registration information includes a minimum price that the seller is willing to accept for the item.

11.   (Previously presented) A computer program product in a computer readable media for use in a data processing system for matching a buyer and a seller of goods; the computer program product comprising:

first instructions for receiving registration information from a registering user, wherein the registration information includes a universal product code for an item; and

second instructions, responsive to identifying a matched user, for notifying the user of the match, wherein the universal product code of the item in the matched user exactly matches the universal product code of the item identified by the registering user.

12.   (Previously presented) The computer program product as recited in claim 11, wherein the instructions for identifying a matched user comprise searching a database for a transactional match, wherein the transactional match contains complementary offer terms to the offer terms of registering user.

13.   (Previously presented) The computer program product as recited in claim 11, wherein the registering user is a seller and the instructions for identifying a matched user comprises conducting an auction at which multiple potential buyers competitively bid against one another with the matched user being designated winning potential buyer.

14.   (Original) The computer program product as recited in claim 13, wherein the winning potential buyer is a potential buyer offering the highest price for the item.

15.   (Original) The computer program product as recited in claim 11, wherein the registering user is a buyer and the instructions for identifying a matched user comprise conducting a reverse auction in which a plurality of potential sellers bid to sell the item to the registering user with the matched user being a winning potential seller.

16.   (Original) The computer program product as recited in claim 15, wherein the winning potential seller is the potential seller offering a lowest selling price for the item.

17.   (Cancelled)

18.   (Original) The computer program product as recited in claim 11, wherein the registering user is a buyer and the registration information includes a maximum price willing that the buyer is willing to pay for the item.

19.   (Original) The computer program product as recited in claim 11, wherein the registration information includes a description of the condition of the item.

20.   (Original) The computer program product as recited in claim 11, wherein the registering user is a seller and the registration information includes a minimum price that the seller is willing to accept for the item.

21.   (Previously presented) A system for matching a buyer and a seller of goods; the system comprising:

first means for receiving registration information from a registering user, wherein the registration information includes a universal product code for an item; and

second means, responsive to identifying a matched user, for notifying the user of the match, wherein the universal product code of the item in the matched user exactly matches the universal product code of the item identified by the registering user.

22.   (Previously presented) The system as recited in claim 21, wherein the means for identifying a matched user comprise searching a database for a transactional match, wherein the transactional match contains complementary offer terms to offer terms of the registering user.

23.   (Previously presented) The system as recited in claim 21, wherein the registering user is a seller and the means for identifying a matched user comprises conducting an auction at which multiple potential buyers competitively bid against one another with the matched user being designated winning potential buyer.

24.   (Original) The system as recited in claim 23, wherein the winning potential buyer is a potential buyer offering the highest price for the item.

25.   (Original) The system as recited in claim 21, wherein the registering user is a buyer and the means for identifying a matched user comprise conducting a reverse auction in which a plurality of potential sellers bid to sell the item to the registering user with the matched user being a winning potential seller.

26.   (Original) The system as recited in claim 25, wherein the winning potential seller is the potential seller offering a lowest selling price for the item.

27.   (Cancelled)

28.   (Original) The system as recited in claim 21, wherein the registering user is a buyer and the registration information includes a maximum price willing that the buyer is willing to pay for the item.

29.   (Original) The system as recited in claim 21, wherein the registration information includes a description of the condition of the item.

30.   (Original) The system as recited in claim 21, wherein the registering user is a seller and the registration information includes a minimum price that the seller is willing to accept for the item.

31.   (New) A computer-implemented method of matching a buyer and a seller of goods; the method comprising:

 receiving, from a first user, personal information and an indications of whether buying or selling;

 receiving, from the first user, information for a first offer, said first offer describing a first universal product code, a time period for which said first offer is valid, and a price range specifying either a minimum selling price or a maximum buying price;

 storing said information for the first offer in a database;

 determining a search string comprising said first universal product code and said price range;

 searching said database for a complementary match, said complementary match corresponding to a seller if the first user is a buyer and corresponding to a buyer if the first user is a seller, wherein said complementary match must have a second universal product code that is identical to said first universal product code and an overlapping price range;

 if a complementary match is found, verifying that both offers remain valid under the time constraints placed by the first user and a second user corresponding to said complementary match and, if necessary, verifying that any condition and quantity constraints are met;

 if a complementary match is found, sending a notice of said match to the first user and to said second user, and said first offer and said complementary match are removed from said database; and

 if a complementary match is not found, said first information remains in said database until a match is found or until said time period expires.